



vegetarian starter guide



the **whys & hows**
of vegetarian eating

welcome!

Just 15 years ago, finding cruelty-free versions of our favorite foods was like a game of scavenger hunt. But today, virtually every major grocery store sells animal-free foods like veggie burgers, creamy soy and rice milks, meat-free “chicken” patties, soy sausage, and even dairy-free ice creams. And restaurants—from fast-food to four-star—are more frequently offering healthy and animal-friendly dishes.

Eating vegetarian fare is an easy and delicious way to help animals, the environment, and your health.



what does “vegetarian” mean?

“Vegetarian” means different things to different people. In this guide, the word describes avoiding meat, eggs, and dairy products—also called **vegan** (pronounced *VEE-gun*). A lacto-ovo vegetarian is someone who does not eat meat, but does eat dairy (lacto) and eggs (ovo).

Read on and see why increasing numbers of compassionate, health-conscious, and earth-friendly people are eating vegetarian fare and just how easy it can be!

Thanks to Sarah Farr, PETA, Farm Sanctuary, Physicians Committee for Responsible Medicine, Poplar Spring Animal Sanctuary, and the U.S. Department of Agriculture for sharing photos with us.



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Printed in loving memory of Cliff Kaminsky.

saving ourselves, one bite at a time

As rates of obesity, heart disease, cancer, diabetes, hypertension, and other life-threatening conditions skyrocket in the United States, many researchers and medical experts come to the same conclusion: **A vegetarian diet can help protect your health and even reverse some diseases, including the most common one—heart disease.**



what nutrition experts say* about vegetarian diets

The position of the **American Dietetic Association** and the **Dietitians of Canada**, North America's leading nutrition authorities:

for adults

“It is the position of the **American Dietetic Association** and **Dietitians of Canada** that appropriately planned **vegetarian diets are healthful, nutritionally adequate, and provide health benefits in the prevention and treatment of certain diseases.** Well-planned vegan and other types of vegetarian diets are appropriate for all stages of the life cycle, including during pregnancy, lactation, infancy, childhood, and adolescence. **Vegetarian diets offer a number of nutritional benefits**, including lower levels of saturated fat, cholesterol, and animal protein as well as higher levels of carbohydrates, fiber, magnesium, potassium, folate, and antioxidants such as



vitamins C and E and phytochemicals. Vegetarians have been reported to have lower body mass indices than nonvegetarians, as well as **lower rates of death from ischemic heart disease**; vegetarians also show **lower blood cholesterol levels; lower blood pressure; and lower rates of hypertension, type 2 diabetes, and prostate and colon cancer.**”



for children

“Appropriately planned vegan, lacto-vegetarian, and lacto-ovo-vegetarian diets satisfy nutrient needs of infants, children, and adolescents and promote normal growth. **Vegetarian diets in childhood and adolescence can aid in the establishment of lifelong healthy**

eating patterns and can offer some important nutritional advantages. Vegetarian children and adolescents have **lower intakes of cholesterol, saturated fat, and total fat** and higher intakes of fruits, vegetables, and fiber than nonvegetarians. Vegetarian

children have also been reported to be **leaner and to have lower serum cholesterol levels.**”



* **Journal of the American Dietetic Association** • June 2003, Volume 103, Number 6

beating heart disease

In the typical American diet, animal products are the main source of saturated fat and the only source of cholesterol.

By avoiding meat, eggs, and dairy, we can greatly reduce the amount of saturated fat and all the cholesterol that contribute to heart disease. In one study, a low-fat, high-fiber, near-vegan diet combined with stress reduction techniques, smoking cessation, and exercise actually **reversed** atherosclerosis, the hardening of the arteries.¹

preventing cancer

Breast cancer rates are dramatically lower in countries that follow plant-based diets; but, when those same populations include more animal products in their diets, cancer rates increase. **Typically, vegetarians have lower rates of colon cancer** than non-vegetarians,² and a recent study found that **a low-fat, vegetarian diet with routine exercise can help stop and even reverse prostate cancer.**³

avoiding obesity

Obesity is an epidemic in the United States. A low-fat, vegetarian diet with moderate exercise can **take off—and keep off—the weight.** In fact, on average, vegetarians are leaner than omnivores.⁴ For more information, see *Eat More, Weigh Less*, by Dean Ornish, M.D.

strengthening immunity

Nearly 80 percent of all factory-farmed animals receive antibiotics to promote growth and minimize illnesses common in intensive confinement animal agribusiness practices.^{5,6} As a result, **antibiotic-resistant bacteria strains, such as salmonella and E.coli, are increasingly found in animal products**, jeopardizing the ability of antibiotics to treat human infections. The World Health Organization, the American Medical Association, and other health advocates are calling for the reduction or termination of this antibiotics use.^{7,8}

Vegetarians have been reported to have lower body mass indices than non-vegetarians, as well as lower rates of death from ischemic heart disease; vegetarians also show lower blood cholesterol levels; lower blood pressure; and lower rates of hypertension, type 2 diabetes, and prostate and colon cancer.

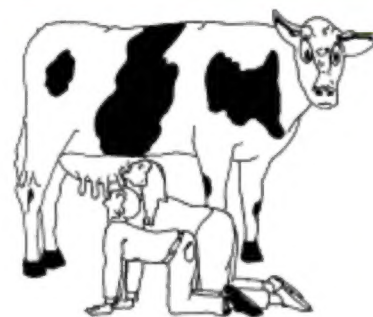
— The American Dietetic Association, Journal of the ADA, June 2003, Vol. 103, No. 6

is milk a natural?

Our bodies have no natural need for cows' milk. We weren't designed with some odd flaw requiring us to drink the milk of other animals. Yet humans are the only animals who drink another species' mother's milk. Indeed, just as dogs' milk is intended for puppies, rats' milk for baby rats, and humans' milk for human infants, cows' milk is for calves. **Our bodies treat cows' milk as an invader, and including milk and other dairy products in our diets is linked to many health problems.**

Milk is touted for building strong bones, yet some research shows otherwise. Harvard School of Public Health's Nutrition chairman Walter Willet, M.D., M.P.H., Dr.P.H., writes: "Interestingly, many long-term studies have now examined milk consumption in relation to risk of fractures. With remarkable consistency, these studies do *not* show reduction in fractures with high dairy product consumption. **The hype about milk is basically an effective marketing campaign by the American Dairy industry.**"⁹

Risk of osteoporosis can be lowered by reducing sodium intake, eating more fruits and vegetables, exercising, and getting enough calcium from plant foods and vitamin D from sunlight or fortified sources. *(Please see suggested calcium sources on page 5.)*





“Can a world-class athlete get enough protein from a vegetarian diet to compete? [M]y best year of track competition was the first year I ate a vegan diet.”

— Carl Lewis, nine-time Olympic gold medalist

addressing common myths about protein

Some people may worry about how easily a vegetarian diet can provide all of the protein we need. The fact is, you don't need a nutrition degree to have a well-balanced diet with vegetarian foods.

Combining of vegetarian foods isn't necessary to get more than enough protein. **Eating an adequate number of calories per day made up of any normal variety of plant foods gives us all the protein our bodies need.** Although there may be potentially less protein in a vegetarian diet, this is actually an advantage. Excess protein has been linked to kidney stones, increased calcium excretion (which could lead to osteoporosis), some cancers, and possibly heart disease. A diet centered on beans, whole grains, and vegetables contains adequate amounts of protein without the “overdose” most meat-eaters get.

See the chart below for good sources of protein.

good sources of protein, iron, and calcium

sources: American Dietetic Association; USDA Nutrient Database for Standard Reference

protein: almonds, black beans, brown rice, cashews, garbanzo beans (chickpeas), kidney beans, lentils, lima beans, peanut butter, pinto beans, seitan, soybeans, soymilk, sunflower seeds, textured vegetable protein (TVP), tofu, vegetarian hot dogs and burgers

iron: black beans, bran flakes, cashews, Cream of Wheat®, garbanzo beans (chickpeas), GrapeNuts®, kidney beans, lentils, navy beans, oatmeal, pumpkin seeds, raisins, soybeans, soymilk, spinach, sunflower seeds, tofu, tomato juice, whole wheat bread

calcium: almonds, black beans, broccoli, calcium-fortified orange juice, collard greens, great northern beans, kale, kidney beans, mustard greens, navy beans, orange juice, pinto beans, sesame seeds, soybeans, soymilk, textured vegetable protein (TVP), tofu

For more detailed information on vegetarian eating and your health, visit **PCRM.org**, **VRG.org**, or **VeganHealth.org**.

basic nutrition information

While there are many health benefits to vegetarian eating, merely removing animal products from your diet doesn't automatically ensure good health. As with any diet, it's important to know some basic nutrition information.

Staying physically active, avoiding foods high in saturated fat and cholesterol, and eating lots of fresh fruits and vegetables is good advice for anyone, vegetarian or omnivore. Fortunately, this isn't hard for most vegetarians. However, there are some key nutrients to look out for:

essential omega-3 fatty acids: These fatty acids are important for a variety of reasons—including maintaining good heart and cardiovascular health—and it's important to have a reliable source. Vegetarian foods with omega-3 fatty acids include walnuts, ground flax seeds, flax oil, hempseed oil, canola oil, and supplements.

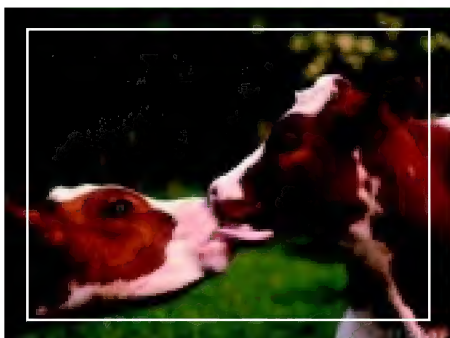
vitamin B-12: When non-vegetarians consume animal products, they also ingest this vitamin that is made by bacteria in some animals' bodies. Vegetarians can take a common multiple vitamin or B-12 supplement, or enjoy fortified cereals or soymilk to get a reliable source of B-12.

vitamin D: Vitamin D may be more important than calcium for good bone health. Our bodies make the vitamin when we're exposed to the sun. Spending some time outdoors everyday without sunscreen and, during the winter months, eating vitamin D-fortified foods or taking a supplement is a good idea for all, vegetarian or not.

1. Ornish D, et al. Can lifestyle changes reverse coronary heart disease? *Lancet* 1990;336:129-33.
 2. Phillips RL. Role of lifestyle and dietary habits in risk of cancer among Seventh-Day Adventists. *Cancer Res (Suppl)* 1975;35:3513-22.
 3. Ornish D, et al. Dietary trial in prostate cancer: early experience and implications for clinical trial design. *Urology* 2001;57(4 Suppl 1):200-1.
 4. Spencer EA, et al. Diet and body mass index in 38,000 EPIC-Oxford meat-eaters, fish-eaters, vegetarians and vegans. *International Journal of Obesity* 2003;27:728-34.

5. Proposed CAFO Preamble and Rule, U.S. EPA, www.epa.gov/hpdes/pubs/cafo_ch5.pdf.
 6. Literature Review and Assessment of Pathogens, Heavy Metal, and Antibiotic Content of Waste and Wastewater Generated by CAFOs, U.S. Environmental Protection Agency contract 68-C-99-263.
 7. Antibiotic Use in Food-Producing Animals Must Be Curtailed to Prevent Increased Resistance in Humans, World Health Organization, Press release WHO/73, Geneva, October 20, 1997.
 8. American Medical Association. House of Delegates, Resolution 508, June 2001.
 9. *Scientific American*, January 2003.

saving animals, one bite at a time



The animals we eat are individuals capable of experiencing pleasure, fear, and pain. Think about dogs or cats you've come to know. They can feel sorrow, joy, terror, and other emotions. So can animals we don't know so well, like chickens, cows, or pigs. All of these animals, whether chicken or cat, pig or puppy, experience a wide range of emotions and value their lives. **Yet, the animals who we eat are treated so abusively in this country that similar treatment of dogs or cats would be grounds for animal cruelty charges in all 50 states.**

In the United States alone, more than 10 billion land animals (and billions more aquatic animals) are slaughtered for food every year—**more than 1 million animals every hour.** The overwhelming majority of them are kept on factory farms, where the goal is to raise as many animals as possible in the least amount of time and space.

“Our inhumane treatment of livestock is becoming widespread and more and more barbaric....These creatures feel; they know pain. They suffer pain just as we humans suffer pain.”

— Senator Robert Byrd, addressing the U.S. Senate

the birds

“Layers” (chickens raised for their eggs), “broilers” (chickens raised for meat), and turkeys are forced to endure horrific abuse.

Only female chickens lay eggs, and since the breed of egg-laying chickens is totally different from that of bulked-up broiler chickens, male chicks are useless to the egg industry. So they are gassed, crushed, discarded in trash bags to suffocate, or simply piled one on top of another, to die from dehydration or asphyxiation. They have it easy compared to female chicks.

While many countries are banning the battery cage system because of its inherent cruelty, egg producers in the United States still cram hens into small, wire cages for their entire lives.

These hens spend their days unable to engage in nearly any of their natural habits, like perching, nesting, dust-bathing, foraging, roaming, or even flapping their wings. Frustrated and overcrowded, the birds often attack each other. To reduce the impact of stress-induced aggression, soon after the chicks are born, parts of their beaks are seared off with a hot blade without painkillers. Debeaking causes them both acute and chronic pain.

When their egg production declines, “spent” hens are killed and sent to rendering plants as their flesh is too battered to even go into canned soup.

Broilers—the chickens we eat—and turkeys are confined in large, warehouse-style sheds housing tens of thousands of animals. To reduce the pressures of overcrowding, factory farmers amputate turkeys’ toes and mutilate their beaks shortly after birth, causing pain and physical conditions that makes eating, walking, and even standing difficult.



▲ Soon after birth and without painkillers, parts of laying hens’ and turkeys’ beaks are seared off with a hot blade. Factory farmers mutilate them to diminish the effects of aggression caused by severe overcrowding.



▲ Egg-laying hens are so intensively confined in cages that they cannot even flap their wings.



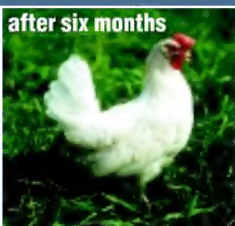
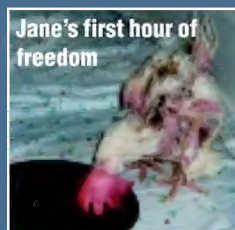
▲ Hens in egg factory farms often become immobilized in the wires of their cages, their bodies left to rot among the living.



▲ Chickens raised for meat are crowded together in warehouse-style sheds and must compete for food and water.

► Meet Jane

When COK investigators found her at an egg factory farm, one of her wings was pinned in the wires of her battery cage. Painfully thin and desperate for a drink of water, she had struggled so violently to free herself that she had dislocated her wing and ripped her tendons.



Jane, as we came to call her, was 1 of 30 hens COK investigators have rescued from factory farms. Her wing had to be amputated, but that didn’t stop her from enjoying her freedom. Jane would hop onto a small hay bale to roost for the night after a day of basking in the sun, scratching the earth with her feet, and eating her favorite snack: green grapes.



▲ Nearly all of the chickens we eat (called “broilers”) are kept tightly packed in sheds without access to the outdoors.



▲ Egg-laying hens are crowded in wire “battery cages” the size of filing drawers, stacked one on top of another.



▲ Factory-farmed turkeys are constantly confined in warehouse-type sheds holding tens of thousands of birds.



▲ Chickens are gathered hastily three or four at a time, carried upside down by their feet. Their legs and wings often break in the process.



▲ Birds are sent to slaughter in multi-tiered transport trucks that do not have adequate protection from intense heat or cold. They are denied any food or water during the trip.



▲ Many birds are slaughtered while fully conscious.

No cruelty toward “food” animals on farms, no matter how horrific, is prohibited by any U.S. federal law.

Chickens and turkeys grow so abnormally fast due to selective breeding and growth-promoting antibiotics that their legs and organs can’t support their enormous weight, leading to disabling bone and joint problems. The air in the sheds is heavy with toxins and ammonia from feces, and the birds must endure the stench without relief.

While their lives are filled with suffering, their slaughter is horrific, as well. Before they can be transported to slaughterhouses, the birds must first be gathered. Egg-laying hens are pulled from wire battery cages that can catch—and rip off—their wings, legs, and feet. Broiler chickens and turkeys are snatched by workers who gather three or four animals at once. The birds are crammed into crates stacked one atop the other inside the trucks.

At slaughter, they’re torn from the crates and shackled upside down onto automated metal racks. Some birds are stunned in electrified baths, but most are left conscious, yet paralyzed. Those who are stunned often regain consciousness before their throats are slit and end up being immersed alive in tanks of scalding water that de-feather their bodies.

▶ Meet Ashley

Ashley was rescued from a gruesome slaughter and now lives in peace at an animal sanctuary. She makes sure to meet and greet visitors and delights everyone with her quirky personality. Heavy from the selective breeding of meat factory farmers, she walks slowly. Often, she’s carried back to her barn companions after a day of serving as a turkey ambassador.



the pigs

Each year, millions of pigs are kept constantly confined by U.S. animal agribusiness. In the wild, pigs root the earth, cool themselves in mud baths, and walk for miles sniffing for food or exploring their surroundings. On factory farms, they're unable to do much of what is natural to them and are treated as though they are unfeeling, meat-producing or piglet-making machines.

Sows (female pigs) suffer through constant cycles of pregnancy and nursing, in metal stalls so small the animals can't even turn around or lie down comfortably during their entire four-month pregnancies.

Piglets not used as "breeders" suffer mutilations just as chickens and turkeys do. Confinement in fattening pens—concrete cells housing several pigs—and the unnatural conditions inherent in factory farming result in frustration, boredom, and aggression such as tail biting and fighting. The industry's response is not to make conditions less inhumane. Instead, **factory farmers cut off the tails of baby piglets, punch bits out of their ears, cut off the ends of some of their teeth, and rip out the males' testicles—excruciating procedures performed without painkillers.**

The slaughter of pigs can be horrific. While they are supposed to be stunned before being killed, the procedure is often rushed and imprecise. As a result, pigs are commonly still conscious as workers hang them upside down, slit their throats, cut off their limbs, and rip their skin from their bodies.

"The struggle [for animal liberation] is a struggle as important as any of the moral and social issues that have been fought over in recent years."

— Professor Peter Singer, philosopher



Meet Larry ◀

Larry was rescued and taken to an animal sanctuary, his life spared while his mother's was taken. Too young to take care of

himself, he slept snuggled next to a Piglet doll.

Now, Larry lives with other rescued pigs and naps in cool mud baths, roots through the soil, and takes leisurely strolls. Rub his belly—just for a minute—and you've got a friend for life!



▲ Pigs raised for meat are kept in concrete fattening pens.



▲ Pregnant sows are kept in gestation crates so small they can't even turn around.



▲ After giving birth, sows are confined in severely restrictive farrowing crates.



▲ At slaughter, pigs are hung upside down and have their throats slit.



▲ Artificially inseminated cows are pumped full of drugs to increase milk production.



▲ Veal calves are constantly confined in small crates that restrict virtually any movement.



▲ A downed cow is left to suffer and die at a stockyard as her frightened calf looks on.

the cows

Every year, millions of cows are slaughtered to stock our grocery stores with beef, veal, and even dairy products.

As with all mammals, cows produce milk for their babies. To ensure the highest milk yield possible, U.S. factory farmers artificially inseminate dairy cows every year and keep them pumped full of steroids and other hormones.

After giving birth, the mothers are hooked up to machines two or three times a day that take the very milk intended for their calves. After two months, the mothers are once again impregnated and then milked for seven months of their nine-month pregnancies. The physically taxing cycle of impregnation, birthing, and mechanized milking forces the average dairy cow to be “spent” by her fifth birthday. If allowed to live naturally, cows can live to be 25.

One byproduct of the dairy industry is a calf per year per cow. A calf’s fate depends on his or her gender: If female, she will likely join her mother on the dairy line. If male, he will be sold to beef or veal farmers, often before he is a week old.

The veal industry is thus a direct byproduct of the dairy industry. Virtually every calf slaughtered for veal is the child of a cow on the dairy line. **Most of these calves spend their entire lives chained alone inside wooden crates too small for them to even turn around.** To produce the most tender meat, the crates are purposefully designed to prevent movement and cause muscle atrophy. The urine-soaked wood-slat flooring causes many calves to suffer from chronic pneumonia and other respiratory problems, so veal farmers dose them with antibiotics. And, while their mothers’ milk is being stolen on dairy farms, these calves are fed an iron-deficient milk substitute that keeps them

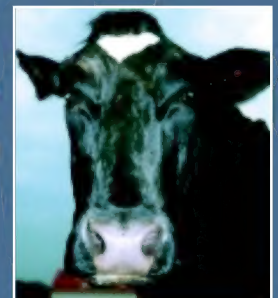
anemic and pales the color of their flesh. After roughly 16 weeks of lonely intensive confinement, without being nursed by their mothers or feeling grass beneath their feet, the calves are slaughtered.

Cattle raised for beef sales are also subjected to cruel treatment. Without painkillers, they have their testicles ripped out, their horns cut off, and third-degree burns (branding) inflicted on them. For the first six to ten months of their lives, they are allowed access to the outdoors before they’re trucked—often over hundreds of miles—to feedlots where they’ll be fattened on an unnatural diet of grains and “fillers” (including sawdust and chicken manure). They’ll stay on the feedlot for another six to ten months until they reach “market weight” of more than 1,000 pounds. Finally, they’re shipped to slaughter.

Food given to animals the day before and during transport to slaughterhouses won’t be converted into flesh, so they receive no food or water. Animals may die on the trucks—frozen to the metal sides, overheated, or dehydrated. At slaughter, they endure painful deaths like pigs and other farmed animals.

▶ Meet Norman

Thankfully, Norman was rescued before being turned into hamburger. Strikingly handsome, his expressive eyes follow you as you approach, wondering if you’ll have the apples he loves so much.



the aquatic animals

It may be difficult for some of us to empathize with fish, but the science is clear: **Fish are animals with complex lives and the ability to feel pain.** The British Farm Animal Welfare Council reports: “The fact that fish are cold-blooded does not prevent them from having a pain system and, indeed, such a system is valuable in preserving life and maximising the biological fitness of individuals.”

The number of aquatic animals killed to be eaten in the United States is not reported, but annual estimates exceed 15 billion. Commercial fishers use football field-sized trawlers equipped with advanced electronics to track aquatic animals.



Nets several miles long trap tens of thousands of animals in one “pull.” They’re dragged along the ocean bottoms for hours and eventually killed when the animals are removed from their habitats.

The most “sellable” animals are kept onboard, while the rest—dead and dying—are thrown back into the water. As it’s impossible to catch only certain species with nets, hundreds of thousands of “non-target” animals—including seals, whales, dolphins, sea turtles, and birds—become entangled in the nets and die.

Aquaculture, the factory farming of fish, has become lucrative for U.S. animal agribusiness. Many fish species are raised in shallow, concrete troughs. As with other forms of factory farming, the fish are intensively confined and often diseased. The industry responds by dousing them with antibiotics and other chemical treatments, but death losses are still high.

the free-range myth

While many of us may think of “free-range” farms as idyllic places where pigs relax in mud baths, chickens strut about, and cows graze leisurely in lush, green pastures while their calves romp playfully, most are nothing like that. There are few government regulations or industry standards to monitor the use of the term “free range,” so inhumane conditions and mistreatment of the animals are common. In fact, the U.S. Department of Agriculture defines “free-range” and “free-roaming” only for labeling purposes and has no inspection system in place to verify that those farms claiming to be “free-range” actually are.

As with factory-farmed animals, **“free-range” animals can be subjected to the same physical mutilations without painkillers and are still sent to the same slaughterhouses as their factory-farmed relatives at a young age when their “productivity” wanes.**

Dr. Charles Olentine, editor of industry trade journal *Egg Industry*, put it best: **“Just because it says free-range does not mean that it is welfare-friendly.”**

choosing compassion over killing

Our everyday food choices have far-reaching impacts that can’t be ignored. Each time we sit down to eat, we make a choice: do we want to support kindness and mercy, or do we want to support cruelty and misery?

The animals we eat can suffer just like the dogs and cats we welcome into our homes and families. Yet, if the abuses endured by farmed animals were forced upon dogs and cats, the perpetrators would be prosecuted for cruelty to animals.

We can help make the world a better place, every time we sit down to eat. By choosing vegetarian foods, we take a stand for compassionate living.

saving the earth, one bite at a time



Increasingly, the environment has become a dumping ground for toxins, chemicals, and widespread pollution. The water we drink is so contaminated, many are afraid to drink unbottled water. The air we breathe is tainted with ammonia, methane, and carbon monoxide. **Raising animals for food is one of the leading causes of pollution and resource depletion today.** Vegetarian eating helps protect the natural environment.

The threat of pollution from intensive livestock and poultry farms is a national problem. — U.S. Senate Agriculture Committee Report



polluting the water & the air

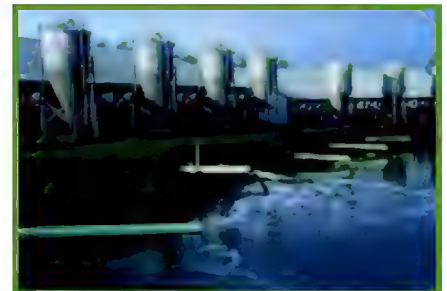
The more than 10 billion land animals raised for food each year in the United States excrete massive quantities of urine and feces. According to a Minority Staff of Senate Committee on Agriculture, Nutrition & Forestry report, **the amount of farmed animal manure produced in the United States equals five tons of waste for every woman, man, and child.**¹

According to the Union of Concerned Scientists, the laws regulating animal waste are nowhere near as strict as those regulating human waste,² and the Sierra Club notes that the existing laws are often not enforced.³ This is particularly alarming because the **waste generated on factory farms can be hundreds of times more concentrated than untreated domestic sewage.**⁴

The two most common techniques for handling waste on factory farms are manure lagoons and sprayfields. **Manure lagoons can flood, burst, or leak, contaminating rivers, streams, and groundwater.**⁵ **Nutrient runoff from sprayfields is another way waste enters our water sources.**⁵ **The results can be devastating.**

The Senate report mentioned above states: “Spills of liquid animal waste directly into water have an immediate environmental impact, choking out fish and other aquatic life....The resulting hypoxia (low oxygen) from chronic nutrient enrichment can result in fish kills, odor and overall degradation of water quality.”¹

Manure lagoons and sprayfields also pollute the air, by emitting ammonia, methane, and hydrogen sulfide.



▲ A Sierra Club report compiled after nearly three years of reviewing state and federal regulatory agencies' records found: “Millions of gallons of liquefied feces and urine seeped into the environment from collapsed, leaking or overflowing storage lagoons, and flowed into rivers, streams, lakes, wetlands and groundwater.”⁶



▲ Millions of acres of forests have been clear-cut to provide grazing land for cattle.

wasting resources

It takes more land, water, and energy to produce meat than to grow vegetarian foods. It's several times more efficient to eat grains directly than to funnel them through farmed animals. According to the Audubon Society, roughly 70 percent of the grain grown and 50 percent of the water consumed in the United States are used by the meat industry.⁷ A Minority Staff of Senate Committee on Agriculture, Nutrition & Forestry report states the beef in just one Big Mac represents enough wheat to make five loaves of bread.¹

does eating fish harm the planet?

While the factory farming of land animals contributes to ecological degradation, aquaculture and commercial ocean fishing also take a grave environmental toll.

Much of the biodiversity of the oceans has been depleted by "overfishing." In order to kill large numbers of animals at one time, commercial fishers use sonar, spotting planes, and fishing nets large enough to swallow 12 jumbo 747 jets. While these methods clearly decrease the variety and numbers of ocean animals, aquaculture is not much better for the planet.

According to the journal *Science*, a two-acre salmon farm produces as much waste as a town of 10,000 people.⁸ **Aquaculture farms dump waste, pesticides, and other chemicals directly into ecologically fragile coastal waters.** Local ecosystems are destroyed, devastating animals and plants.



▲ Hundreds of fish, like the tuna above, are caught in miles and miles of netting.

[T]he costs of mass-producing cattle, poultry, pigs, sheep and fish to feed our growing population... include hugely inefficient use of freshwater and land, heavy pollution from livestock feces, rising rates of heart disease and other degenerative illnesses, and spreading destruction of the forests on which much of our planet's life depends.

— TIME. Visions of the 21st Century, "Will We Still Eat Meat?"

choosing sustainability

Enjoying vegetarian foods not only saves the lives of countless animals each year, but also helps restore our natural environment. By avoiding animal products in our diets, we choose sustainability over ecological destruction, and take positive steps to protect our planet for ourselves and our loved ones.

1. Animal Waste Pollution in America: An Emerging National Problem, Minority Staff of Senate Committee on Agriculture, Nutrition & Forestry, 104th Congress, Dec. 1997.
2. Michael Brower and Warren Leon, *The Consumer's Guide to Effective Environmental Choices: Practical Advice from the Union of Concerned Scientists*, Three Rivers Press/Crown Publishers, 1999.
3. Clean Water & Factory Farms, Corporate Hogs at the Public Trough, Perdue Farms, Maryland, Sierra Club, 1999.

4. Howard Lyman, *Mad Cowboy: Plain Truth from the Cattle Rancher Who Won't Eat Meat*, Scribner, 1998.
5. EQUIP Restrictions For Large CAFOs: A Key to Saving Small Farms and Environmental Quality, Defenders of Wildlife, 2001.
6. The Rap Sheet on Animal Factories, Sierra Club, 2002.
7. Resolutions for a New Millennium, Audubon News, Jan. 1, 2000.
8. Marcia Barinaga, Fish, Money, and Science in Puget Sound, *Science*, Feb. 9, 1990.

Eating vegetarian foods doesn't mean giving up the tastes you love . . . just enjoy the cruelty-free versions of your favorites!

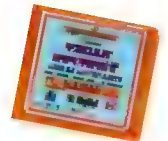
for your grocery cart



Vegetarian eating is as easy as substituting tangy marinara for meat sauce, opting for black bean



burritos instead of beef tacos, enjoying creamy soy or rice milk in place of cow's milk, and exploring all of the wonderful animal-free, earth-friendly, and healthy products in our grocery stores. Today, we no longer need to make a special trip to our local health food store to fill our shopping carts with a wide array of vegetarian choices: Nearly all major supermarkets feature delicious, cruelty-free food.



hot dogs: Lightlife's Smart Dogs® and Yves's The Good Dog®

hamburgers: Boca's Vegan Original® and Gardenburger's GardenVegan®

cold cuts: Turtle Island Foods's Tofurky® and meatless deli slices by Lightlife and Yves

ground beef: Boca's Ground Burger®, Morningstar Farms's Ground Meatless Crumbles®, Lightlife's Smart Ground®, and Yves's Ground Round®

sausage & bacon: Gardenburger's Meatless Breakfast Sausage®, Lightlife's Gimme Lean®, and Turtle Island Foods's Tofurky® sausages and bratwurst; Lightlife's Smart Bacon® and Fakin' Bacon®

chicken nuggets: Trader Joe's Soy Poppers® and Health Is Wealth's Chicken-Free Nuggets® and Buffalo Wings®

butter: Willow Run's stick soy margarine, Soy Garden's Natural Buttery Spread®, and Earth Balance's Natural Buttery Spread®

eggs: Ener-G's Egg Replacer® and Fantastic Foods's Tofu Scrambler®

milk: any of the dozens of brands in various flavors of soy or rice milk

ice cream: pints, bars, and even "nice" cream sandwiches • Soy Delicious's Decadent®, Tofutti Cuties®, and Whole Soy's Glacé®



cheese: Tofutti's nondairy soy cheese and Follow Your Heart's Vegan Gourmet®

yogurt: Whole Soy's and Stonyfield Farm's vegan yogurts

cream cheese & sour cream: Tofutti's Better Than Cream Cheese® and Sour Supreme®

mayonnaise: Nasoya's Nayonaise® and Follow Your Heart's Vegenaïse®



tofu? seitan? a guide for new-to-you-vegetarian foods

Ener-G's Egg Replacer® is a ready-made product available in most health food stores that is not only quick and easy to use when recipes call for eggs as a binding agent (such as in baking), but is also cholesterol-free.

Nutritional yeast is an inactive yeast rich in vitamins and minerals, with a wonderful cheesy flavor. It can be easily added to soups, stews, casseroles, or in place of cheese to make any dish creamier. Experiment and be pleasantly surprised by the delicious concoctions you create!

Seitan (*SAY-tan*), also known as **wheat meat**, is a delicious, high-protein meat substitute. Made primarily from wheat gluten, find it prepackaged in a variety of flavors and dishes. Try seitan in your favorite entrée recipe or in a stir-fry.

Soy cheese is a non-dairy cheese made from soybeans. Use it as a cheese substitute in any dish. Check the product label as some brands contain casein, a cow's milk protein.

Soy margarine is a tasty, non-dairy version of butter without the cholesterol (and cruelty) found in other butters and margarines.

Soy and **rice milks** are healthy alternatives to cow's milk.

Increasingly available in your local grocery store (as well as in health food stores), soy- or rice-based beverages come in flavors ranging from plain to vanilla to cocoa to strawberry. Try it on your favorite cereal, in your morning coffee, in any recipe that calls for milk, or drink it straight! Each of the dozens of brands of soy and rice milks has its own distinct taste, so taste test to find the one you like best.

Tofu, a staple in Asian cooking, is a high-protein soybean product. Tofu comes in many different textures and happily absorbs flavors and spices. Use it in stir-fries, scrambled with nutritional yeast and other seasonings in place of eggs, or marinate and bake it as an entrée. Blend the softer, "silken" varieties for dressings, shakes, and pie and dessert fillings.

TVP (**textured vegetable protein**) is a dried soy product and a simple substitute for ground beef in stews, chili, and pasta sauce.

In 1968, I became vegetarian after realizing that animals feel afraid, cold, hungry, and unhappy like we do....It was my dog Boycott who led me to question the right of humans to eat other sentient beings.

— Cesar Chavez, farming activist

simple & delicious vegetarian dining

If you're new to vegetarian eating, don't worry that you'll be hard-pressed to find fabulous, cruelty-free fare when dining out. Just glance through these tips and let your mouth water!

If the menu only lists a steamed vegetable plate, don't panic! **Many restaurant chefs welcome the opportunity to show off their culinary skills to whip up an animal-friendly entrée for you...**so just ask. Many dishes can be "vegetarianized" with minimal effort, so put the chef to the challenge and enjoy the creation!

Most ethnic fare includes more legumes, vegetables, and beans than traditional Western foods. **So visit that Indian, Middle Eastern, or Thai restaurant you've been eyeing** and savor the delicious spices surrounding such staples as tofu, lentils, and chickpeas. Try falafel, spicy tofu curry, mung bean or scallion pancakes, or hearty lentil dahl.

In the mood for an All-American meal? Veggie burgers and veggie dogs are on menus across the country from national restaurant chains to mom 'n pop diners.

Replace cheese or sour cream in Mexcian fare with an **extra dollop of guacamole or some light and refreshing pico de gallo.**

Want some mock meat? Many Asian restaurants—particularly Chinese, Thai, and Vietnamese ones—feature great soy- and wheat gluten-based meat alternatives. Enjoy scrumptious kung pao veggie chicken, spicy Hunan veggie beef, or tofu pad thai.

recipes for vegetarian delights



strawberry smoothie • makes 2 cups

- 1 cup frozen strawberries
- 1 cup frozen banana chunks
- ½ to 1 cup soy or rice milk

place all the ingredients in a blender and process on high speed until smooth, 2 to 3 minutes, occasionally stopping the blender to move any unblended fruit to the center with a spatula.

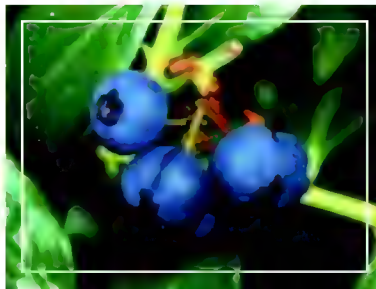
fluffy pancakes • makes 4 servings

- 1½ cups flour
- ½ teaspoon baking soda
- 1 teaspoon baking powder
- 1 tablespoon sugar
- 2 tablespoons vegetable oil
- 1½ cups soy or rice milk or water
- 1½ cups fresh berries (optional)
- maple syrup

mix together the dry ingredients and then stir in the vegetable oil and non-dairy milk or water. If the batter is too thick, add 1 tablespoon of water at a time until reaching the desired consistency.

Pour the batter onto a non-stick pan and cook over medium heat, turning once when the edges bubble and brown.

Serve topped with fresh berries or maple syrup.



tofu french toast • makes 6 pieces

- 8 ounces silken tofu
- ½ cup water
- 1 teaspoon sweetener (molasses or maple syrup)
- ½ teaspoon cinnamon
- 1 banana
- 6 slices of bread
- fresh berries (optional)
- maple syrup

mix the first five ingredients (tofu through banana) in a blender and process until smooth.

Pour the mixture into a shallow dish, dip in the bread, and cook on a non-stick pan over medium heat. Turn the bread once when the edges begin to brown.

Serve topped with fresh berries or maple syrup.

tuscan panzanella • makes 4 to 6 servings

- 4 slices Italian bread
- olive oil cooking spray
- 1 cup basil leaves (preferably fresh)
- ½ cup thinly sliced red onion
- ¼ cup pitted, halved black olives (optional)
- 2 pints cherry or grape tomatoes, halved
- 1 16-ounce can white beans, drained
- 1 tablespoon water
- 1 tablespoon extra-virgin olive oil
- 3 tablespoons red wine vinegar
- 1 teaspoon bottled minced garlic
- ½ teaspoon pepper

preheat the oven to 350°F.

Trim the crusts from the bread slices. Cut the bread into 1-inch cubes and arrange in a single layer on a baking sheet. Lightly coat the bread cubes with cooking spray and bake until toasted, about 15 minutes.

Combine the basil, onion, olives (if using), tomatoes, and beans in a large bowl. In a separate bowl, combine the remaining ingredients and whisk well. Pour over the tomato-bean mixture and toss lightly. Add the toasted bread cubes and toss again.

cheezy potato skins • makes 4 servings

- 4 large baking potatoes
- ½ small butternut squash
- ½ cup soy margarine
- spices, to taste

preheat the oven to 450°F.

Place the potatoes in the oven and bake for 1 hour. (Note: Do not wrap the potatoes in foil.)

While the potatoes are baking, steam the butternut squash until tender and then scoop out of the rind into a large bowl.

Once the potatoes can be easily pierced with a fork, remove them from the oven and halve. Scoop out the potatoes from the skins, leaving about ¼ inch attached, and put in the bowl with the squash. Add the soy margarine and any spices, such as black pepper, sea salt, garlic powder, or cumin. Mash until the consistency of lumpy mashed potatoes.

Place the skin halves onto a baking sheet and spoon the mixture into each skin. Bake in the oven for 10 minutes.

missing egg sandwich

• makes 4 servings •

- ½ pound firm tofu, mashed (about 1 cup)
- 2 green onions, finely chopped
- 1 tablespoon eggless mayonnaise (see page 14 for product information)
- 2 tablespoons pickle relish
- 1 teaspoon deli or stoneground mustard
- ¼ teaspoon cumin
- ¼ teaspoon turmeric
- ¼ teaspoon garlic powder
- 8 slices bread
- 4 lettuce leaves
- 4 tomato slices

Combine the mashed tofu with the green onions, eggless mayonnaise, pickle relish, mustard, cumin, turmeric, and garlic powder. Mix thoroughly.

Spread on the bread slices and garnish with the lettuce and tomato slices.

tip: If you have the time, try refrigerating the missing egg salad for an hour before making the sandwiches to allow for more enhanced flavor.



sloppy moes • makes 4 to 6 servings

- 1 large onion, diced
- 2 medium green peppers, diced
- 3 tablespoons olive oil
- 1½ cups boiling water
- 2½ cups tomato purée
- 2 teaspoons chili powder
- freshly ground pepper, to taste
- 1 tablespoon soy sauce
- 1½ tablespoons mustard
- 1 tablespoon sugar
- 1½ cups dry textured vegetable protein (TVP)
- burger buns or bread

Sauté the onion and green peppers in the olive oil in a skillet until soft and lightly browned, about 10 to 15 minutes. Add the remaining ingredients, and simmer on low heat for 20 minutes, stirring often.

Serve warm in burger buns or over bread.

bean dip delight • makes 4 servings

- 2 tablespoons olive oil
- 1 large onion, finely chopped
- 1 hot pepper, diced
- 2 to 3 garlic cloves, peeled and crushed
- 1 24-ounce can kidney beans, saving the liquid
- 5 to 6 ounces salsa

heat the olive oil in a medium-sized saucepan. Sauté the onion, diced pepper, and garlic until the onion is clear. Add the drained kidney beans and salsa, then cover and simmer for about 20 minutes, until the beans are soft.

Mash with a fork or potato masher. To thin the mixture, add tablespoons of the saved bean liquid until reaching the desired consistency.

Serve with tortilla chips or baked pita wedges.

looking for even more delicious vegetarian recipes?

check out these free, online recipe websites!

- VegRecipes.org •
- VeganCooking.com •
- VeganChef.com •



golden mushroom soup • makes 6 servings

- 2 onions, chopped
- 1 pound mushrooms, sliced
- 1 tablespoon paprika
- 1½ teaspoons dill
- ¼ teaspoon black pepper
- 3 tablespoons soy sauce
- 1 cup water or vegetable stock
- 1 tablespoon olive oil
- 2 tablespoons flour
- 2 cups soy or rice milk
- 2 tablespoons lemon juice

Heat ½ cup of water in a large pot and add the onions. Cook over high heat, stirring often, until the onions are soft and the water has evaporated, about 5 minutes. Add another ¼ cup of water, stir to loosen any onion pieces, and cook until the onion begin to brown, about 3 minutes.

Add the mushrooms and spices. Reduce the heat, cover, and cook 5 minutes, stirring frequently. Add the soy sauce and water or vegetable stock. Cover and simmer 10 minutes.

In a separate pan, mix the olive oil and flour to form a thick paste. Cook, stirring constantly, for 1 minute, then whisk in the soy or rice milk and cook over medium heat, stirring frequently, until steamy and slightly thickened.

Add the non-dairy milk mixture to the soup and stir in the lemon juice.

champion chili

• makes 8 servings •

- 1 cup boiling water
- 1 cup dry textured vegetable protein (TVP)
- 2 16-ounce cans chopped tomatoes
- 1 3-ounce can tomato paste
- 1 cup frozen corn
- 1 zucchini, chopped
- 2 carrots, chopped
- 1 large onion, coarsely chopped
- 1 bell pepper, chopped
- 1 jalapeno pepper, minced
- 3 tablespoons chili powder (or more to taste)
- 2 teaspoons each: cumin, garlic powder, and dried oregano
- 1 15-ounce can kidney, pinto, or black beans



Pour the boiling water over the TVP and let sit for 5 minutes. Then combine with the remaining ingredients except the beans. Cover and simmer for 1 hour. Add the beans and simmer for an additional 30 minutes.

Serve as-is or over rice or pasta.

eggplant manicotti • makes 12 manicotti

- 1 large eggplant, cut lengthwise into 12 ¼-inch thick slices
- 1 medium onion, chopped
- 1 10-ounce package frozen chopped spinach, thawed and squeezed dry
- 1 teaspoon each: basil, oregano, onion powder, and garlic powder
- dash of nutmeg
- 2 tablespoons flour
- 2 cups marinara sauce

Lightly oil a nonstick skillet and cook the first side of the eggplant slices until slightly browned. Turn and cook the second side until easily pierced with a fork. Set aside.

Heat ¼ cup of water in a large, nonstick skillet and cook the onion over medium-high heat until the liquid has evaporated. Stir in 2 tablespoons of water to loosen any bits of onion stuck to the pan. Cook until the liquid evaporates again, then stir in 2 more tablespoons of water. When the liquid has evaporated, add the spinach and seasonings. Stir in the flour and cook 2 minutes. Set aside to cool.

Preheat the oven to 350°F.

Place a spoonful of the spinach mixture across each eggplant slice. Beginning with the narrow end of the eggplant, roll around the filling. Arrange in a baking dish, seam-side down. Top with marinara sauce. Cover and bake for 20 minutes.

black bean burritos • makes 4 burritos

- 1 15-ounce can black beans
- 2 cups cooked rice
- ¼ cup salsa (you pick the heat)
- 4 flour tortillas
- 1 cup shredded lettuce
- 1 tomato, diced

Drain the black beans and combine with the cooked rice and salsa in a saucepan. Simmer 5 minutes, stirring occasionally. Remove from the heat, cover, and let stand 5 minutes.

Heat a tortilla in an ungreased skillet until warm and soft, then spread a line of the bean mixture down its center. Top with lettuce, tomato, and additional salsa, if desired. Roll the tortilla around the filling, then repeat with the remaining tortillas.



tofu tacos • makes 6 servings

- ½ onion, chopped, or 1 tablespoon onion powder
- 2 garlic cloves, peeled and crushed, or 1 teaspoon garlic powder
- 1 small bell pepper, diced (optional)
- 1 tablespoon vegetable oil
- ½ pound firm tofu, crumbled (about 1 cup)
- 1 tablespoon chili powder
- 1 tablespoon nutritional yeast (optional)
- ¼ teaspoon each: cumin and dried oregano
- 1 tablespoon soy sauce
- ¼ cup tomato sauce
- 6 corn tortillas
- **garnish:** lettuce, onions, tomatoes, and avocado

Sauté the onion, garlic, and bell pepper in the vegetable oil for 2 to 3 minutes, then add the tofu, chili powder, yeast, cumin, oregano, and soy sauce. Cook for 3 minutes, then add the tomato sauce and simmer over low heat until the mixture is fairly dry.

One by one, heat the tortillas in a heavy, ungreased skillet, turning each from side to side until soft and pliable. Place a small amount of the tofu mixture in the center of each tortilla, fold in half, and garnish, if desired.

very berry cobbler • makes 9 servings

- 5 to 6 cups fresh or frozen berries (boysenberries, blackberries, raspberries, or a mixture of these)
- 3 tablespoons whole-wheat pastry flour
- ½ cup sugar or other sweetener
- 1 cup whole-wheat pastry flour
- 2 tablespoons sugar or other sweetener
- 1½ teaspoons baking powder
- ¼ teaspoon salt
- 2 tablespoons vegetable oil
- ½ cup soy or rice milk
- **topping:** non-dairy ice cream



Preheat the oven to 400°F.

Combine the first three ingredients and then spread the berry mixture in a 9- x 9-inch baking dish.

In a separate bowl, mix 1 cup of flour and 2 tablespoons of sugar with the baking powder and salt. Add the oil and mix with a fork or your fingers until the mixture resembles coarse cornmeal. Add the soymilk or rice milk and stir to mix.

Spread the mixture over the berries (don't worry if they're not all covered). Bake until golden, about 25 minutes, and top with non-dairy ice cream, if desired.

chocolate cake with minty choco frosting

• makes a 9- x 13-inch cake •

for the cake:

- 2¼ cups flour
- 4½ tablespoons cocoa powder
- 1½ cups sugar
- ½ cup vegetable oil
- 1½ teaspoons baking soda
- 1½ tablespoons white vinegar
- 1½ teaspoons vanilla extract
- 1½ cups cold water

Preheat the oven to 350°F.

Lightly oil a 9- x 13-inch nonstick baking pan.

Combine and mix the dry ingredients until blended well. Add the wet ingredients and stir quickly. Once smooth, pour the batter into the pan and bake for 25 to 30 minutes. (Note: Check the cake after 20 minutes by inserting a fork or knife into it. If the utensil comes out clean, it's done!)

Let the cake cool completely before frosting with icing (recipe below).

for the icing:

- 1 12-ounce bag dairy-free chocolate chips
- ¼ cup soy or rice milk
- 1 tablespoon peppermint extract (or more to taste)

Melt the chips in a saucepan over very low heat. Add the vegan milk and peppermint extract. Stir continuously, adding more vegan milk or mint extract, until reaching the desired consistency and taste. Let the icing cool before frosting the cake.

chocolate pudding

• makes 4 servings •

- 1½ cups soy or rice milk
- 3 tablespoons cornstarch
- ¼ cup cocoa powder
- ¼ cup maple syrup
- ¼ teaspoon vanilla extract



In a medium saucepan, combine all of the ingredients except the vanilla. Whisk rapidly.

Once the mixture is smooth, cook over medium heat, stirring constantly until the

pudding thickens.

Stir in the vanilla and mix well. Pour into individual serving dishes.

Refrigerate until chilled and serve.

the easy way to transition to vegetarian eating

Each of us deals with change differently. Some go all out and never look back. Others like the slow and steady approach, making incremental changes while keeping sight of the final goal. Zig-zaggers take a few steps forward, another one back, one off to the side, and a couple more straight ahead. And then there are those who work themselves into a frenzy and feel paralyzed by the thought of changing old habits. If you're one of the above or somewhere in between, **try these easy steps and make the transition fun and painless.**



#1 • Try three days a week for the first two weeks. Substitute a couple of ingredients in your favorite dishes to make them animal-free. Can't get enough spaghetti with meat sauce? Smother your preferred pasta with tangy marinara and throw on some sautéed garlic, mushrooms, or peppers for an extra kick. Love beef tacos? Swap the ground beef with TVP or meatless crumbles (see page 14 for product information) and spoon on a dollop of guacamole instead of sour cream. Toss on chopped veggies like greens, onions, and tomatoes, and voila! You've got a delicious treat just waiting for you to take that first bite. **Making simple substitutions in your favorite recipes is an easy way to get used to eating vegetarian food.**

#2 • Now try five days a week for another two weeks. Add a couple more days of compassionate eating so you're a five-times-a-week vegetarian for two weeks. Pick up some new-to-you vegetarian products from your local grocery's "natural foods" section or the neighborhood health food store and get creative in the kitchen. If you need help finding a tasty recipe to go with the ingredient or product, check out the online recipe sites on page 23 for thousands of free recipes! If you prefer eating out, visit your favorite restaurant and order a vegetarian dish (see page 15 for some dining out tips) or check out an animal-friendly establishment and sample something new. **It's never been easier or more convenient to enjoy delicious vegetarian fare.**

#3 • So, you've been a near-vegetarian for a whole month. Congratulations! By rounding out your week with two more vegetarian days, you've made it! Give yourself a pat on the back! **You're making wonderfully positive changes not only for yourself and the environment, but for the animals, too.**

keep your eye on the prize

As you move towards becoming vegetarian, try not to be hard on yourself if it takes some time. Remember that **for every animal-friendly choice you make, you're having a positive influence** on the lives of animals raised for food, your own health, and the environment.

Being vegetarian isn't about being "pure." An all-or-nothing approach may be daunting or lead to short spurts of animal-friendly living instead of long-lasting dietary change. By keeping your eye on the prize—reducing the amount of harm done

to animals—you can gradually adjust your diet for a smooth transition.

Don't forget to **congratulate yourself for each vegetarian meal you enjoy!** Even if you start as a part-time vegetarian, you're making the world a better place with every vegetarian bite. As long as you keep moving in the right direction, you'll reach your goal at the pace best for you.

So, **be good to yourself and let us know if we can help along the way!** Good luck!

quick tips for the new vegetarian



accentuate the positive • Instead of focusing on what you're giving up, **think about all the exciting, new foods you're discovering.** Many vegetarians find a whole new world of flavors opens up to them once they do a little exploring. (See page 16 for some delicious recipes to try!)



don't throw in the towel • For some, becoming vegetarian is a snap decision. For others, it's a process with many steps along the way. **Don't get frustrated if you aren't able to make the transition to vegetarianism overnight.** Each compassionate decision you make sends a message to those around you as well as to animal agribusiness that you don't condone animal abuse. Keep striving towards vegetarian eating . . . you *are* making a difference!



work those brain cells • The more informed we are about animal issues, the more effectively we can **speak out for the voiceless.**



there's power in numbers • Meeting other like-minded people can help affirm your decision to stop eating animals. Attending animal advocacy events, vegetarian society get-togethers, and joining email listservs about vegetarian issues can be a great way to **meet other compassionate individuals.**

“How wonderful it is that nobody need wait a single moment before starting to improve the world.” — Anne Frank

leading by example

As we learn about the ways animals are exploited, it's common to feel anger and frustration. But we need to make sure our emotions don't overwhelm us—**to be effective animal advocates, we should be teachers, not fighters.**

Most of us weren't raised as vegetarians. While we learn more about animal exploitation, it's often difficult to remember that—just like our friends and relatives who aren't yet vegetarian—we, too, once contributed to animal suffering.

Because of this, **it's often helpful to ask ourselves, “Why did I become vegetarian?”** Chances are, it wasn't because someone called us murderers or condemned our food choices. Likely, we adopted vegetarian eating because someone helped us see that choosing compassion over killing was a simple way to reduce suffering, while improving our health and the environment.

You can be the animals' most effective ambassador by leading by example and teaching others with patience. The animals would thank you if they could.

vegetarian FAQ

Q. Other animals eat each other. Why can't we eat them?

A. Predators in the wild kill other animals out of necessity. Without doing so, they wouldn't survive. We kill other animals by choice. Our bodies don't need meat at all. In fact, it has consistently been shown that a low-fat vegetarian diet is healthier than a diet heavy with animal products.

Is it acceptable to inflict suffering on countless animals for something that isn't even necessary?

Q. If you want to be vegetarian, that's fine. But, don't tell me what to do.

A. Imagine saying to someone, "If you don't want to beat your dog, that's fine. But, don't tell me not to beat mine." While we are entitled to believe what we like, we are not entitled to treat others—especially those weaker than us—however we like. **If we are responsible for harming others, people have every right to ask that we stop.**

Q. If the animals are raised to be eaten, isn't that okay?

A. Two hundred years ago in the United States, humans raised other humans to be slaves. The fact that these people were raised to be slaves did not justify slavery.

Similarly, raising animals for the purpose of eating them does not justify their exploitation.

Q. Where do you draw the line? Insects? Plants? Bacteria?

A. Because of their lack of a brain, nervous system, pain receptors, and so on, it is certain that plants and bacteria do not suffer (though you kill many fewer plants by eating them directly, rather than by funneling them through farmed animals, as discussed on page 13).

There are some animals (such as insects) who we are not certain are capable of suffering. It is up to each individual to decide where she or he feels the line should be drawn. All of the pigs, cows, chickens, fish, and other animals we raise and kill for food are able to feel pain. Because of this, they deserve to be free from misery just as much as dogs and cats do.

Q. It's impossible to live completely cruelty-free. Almost everything we do causes suffering. Why try at all?

A. True, it is impossible to completely avoid causing any suffering in our lives. However, that doesn't justify an "open season" for flagrant animal abuse. **By adopting a vegetarian diet, we can dramatically reduce the amount of suffering we cause in our daily lives.**

Being vegetarian isn't about being "pure." Rather, it is about doing what we can—within reason—to remove our support for animal cruelty.

Q. Humans are the smartest animals and we're the "top of the food chain." Why shouldn't we use our strength to our benefit?

A. The argument that "might makes right" has been used by many to justify countless forms of cruelty and domination throughout history. **Just because we're able to be cruel doesn't mean we ought to be.**

"As long as people will shed the blood of innocent creatures, there can be no peace, no liberty, no harmony between people. Slaughter and justice cannot dwell together."

— Isaac Bashevis Singer, Nobel Prize Winner

what do vegetarians eat? suggestions for meals & snacks

breakfast

- cereal with soy or rice milk
- oatmeal with cinnamon and maple syrup
- fruit smoothie
- tofu scramble and soy sausage
- toast with peanut butter
- soy yogurt with raisins

lunch

- veggie burger
- falafel wrap with lemon tahini dressing
- mock meat sub / hoagie
- spinach salad with walnuts
- cajun-style beans and rice
- veggie chili with mixed green salad

dinner

- vegetable stir fry over rice
- spaghetti with mock meatballs
- vegetable stew with sourdough bread
- BBQ tofu with corn on the cob
- black bean burrito
- vegetable lasagne with mock ground beef

snacks

- fresh fruit
- mixed nuts
- energy bar
- soy or rice milk smoothie
- baked pita wedges with hummus
- chips with salsa

helpful resources online, on paper, for the kitchen, and on video

There are so many great websites, magazines, books, cookbooks, and powerful videos on vegetarian eating and other animal issues. We've included some of our favorites.

on paper

- **VegNews** magazine (VegNews.com)
- **Herbivore** magazine (HerbivoreMagazine.com)
- **Animal Liberation** by Peter Singer
- **Slaughterhouse** by Gail Eisnitz
- **Food for Life** by Neal Barnard, M.D.
- **A Teen's Guide to Going Vegetarian** by Judy Krizmanic, Matthew Wawiora, & T. Colin Campbell, Ph.D., M.D.
- **Animal Rights: A Very Short Introduction** by David DeGrazia

for the kitchen

- **Simply Vegan** by Debra Wasserman
- **The Candle Cookbook** by Joy Pierson & Bart Potenza
- **How It All Vegan!** by Tanya Barnard & Sarah Kramer
- **Munchie Madness: Vegetarian Meals for Teens** by Dorothy Bates, Bobbie Hinman, Robert Oser, & Suzanne Havala
- **CalciYum!** by David & Rachelle Bronfman

on video

- **Hope for the Hopeless: An Investigation and Rescue at a Battery Egg Facility** by Compassion Over Killing
- **Meet Your Meat** by PETA
- **The Auction Block: An Inside Look at Farmed Animal Sales** by Compassion Over Killing
- **45 Days: The Life and Death of a Broiler Chicken** by Compassion Over Killing

online

reference sites

- COK.net
- TryVeg.com
- GoVeg.com
- VeganHealth.org
- VegDining.com

recipe sites

- VeganCooking.com
- VeganChef.com
- VegRecipes.org
- VRG.org

Every time we sit down to eat, we can make the world a better place.

Start today.

Compassion Over Killing (COK) is a nonprofit animal advocacy organization based in Washington, D.C. To learn more about us or to support our work on behalf of animals, visit cok.net or contact us at info@cok.net. Thank you.



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